

Reputation at Risk: How Animal Welfare, Antimicrobial Resistance and Social Responsibility Are Shaping Consumer Perception

- **MARIE MOLDE**, DATASSENTIAL
- **ARLIN WASSERMAN**, CHANGING TASTES
- **ELIZABETH WELLINGTON**, UNIVERSITY OF WARWICK
- **CONSTANZA ALVIAL**, PRO BONO NETWORK



Constanza Alvial

Coni is a Chilean lawyer and coordinator of community engagement for Pro Bono Chile Foundation, organizing projects with civil society, public institutions and universities to drive social improvement through legal education and reform and public policy. She coordinates the Pro Bono Network of the Americas together with Vance Center New York. She also is founder of Yansa Foundation in Chile, working with indigenous people in renewable energy projects.

FOUNDER &
PARTNER
CHANGING
TASTES



REPUTATION AT RISK:

How Social Responsibility is Shaping Consumer Perception of Farmed Seafood

What do we understand about

Social Responsibility

Accomplish with the different legislations and laws that a country establishes in the following aspects



Labor Rights



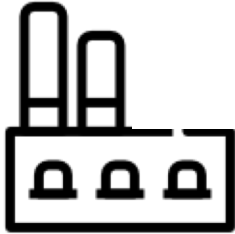
Environment



Social

What we have done over the years

A lot of companies has a Social Responsibility department that canalizes all the relations and the benefits



Give an amount of money directly to the community



Improve infrastructure, roads, access to potable water, etc.



Provide scholarships to young people, capacitation, etc.

Is this enough today?

What the sustainability of the commercial operations need is a long term relation with the community, otherwise they can turn their back any moment, no matter the agreement



Work with the community to discover their needs and expectations of the future



Get to agreement as pairs, good neighbors in an equal relation



Work in long terms agreements, to force the maintenance of this relation



Community Engagement



Why is this necessary?



OECD

**WORLD
PACT**

**WORLD
BANK**

**UN
SDG/ODS**



Community **Better relations**

Helps to relate in
a long term with
the community

Workers **Less rotation**

If the workers get
involved with the
relation with the
community this
increases the loyalty to
the company

Company **Corporative Image**

This increments
consumers, and
attracts new investors
and better human
capital

Market **More competitive**

Prices are very
competitive, that is
why we need to
search for new ways
to get the consumers
attention

COLABORATION

Having community engagement permits to generate a relation between important actors, such as Civil Society, the Community, Government and the company





Is this an
Investment?

TOTALLY

Prevention Mechanism

Having in mind all the changes that we are facing, is necessary to be prepared and take action before the cost gets too high.



New interests

Responsible consumer

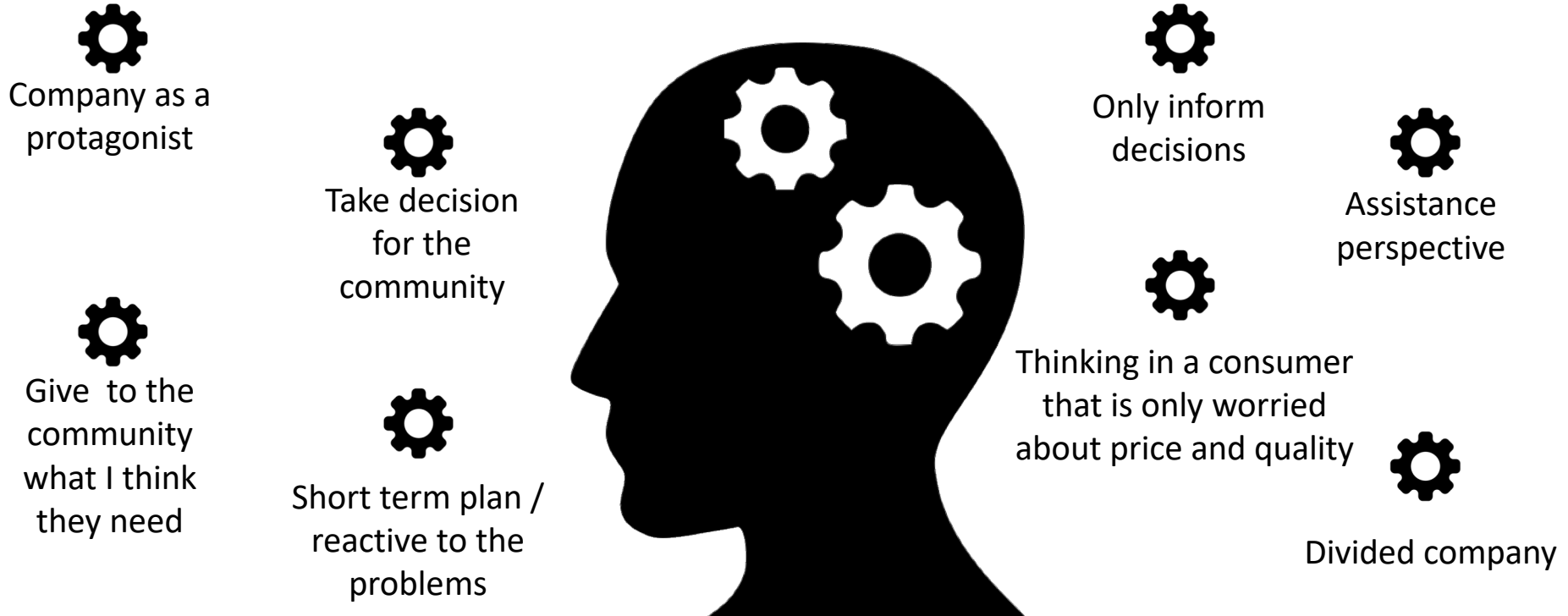
New competition strategies



**New legislation: Ley
Lafkenche**

**Convention 169
Environmental Laws**

What to leave behind



What to Embrace



What is your company doing to achieve this?

